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ABSTRACT

The Corporation for Public Broadcasting (CPB), a private, non-profit corporation, was created to develop public telecommunications services of the highest quality to serve the American people. This booklet reviews the services to the American people that have been undertaken by CPB and public broadcasters nationwide. They include important contributions in the areas of education, community service, and technology. These services may be less well known than the radio and television programming that helps keep millions of Americans informed, but they are no less important a part of public broadcasting's mission. The report covers the following topics: financial facts; the national network of public broadcasting; lifelong learning for all ages, in schools, at colleges, at work, and at home, including for-credit adult courses, helping to meet the National Education Goals, and in-service education programs; helping communities tackle tough problems such as youth violence; creating coalitions for action; programming for diverse ethnic and racial audience groups; serving rural and under-served audiences; technological innovations such as using satellites for distance learning and interactive, computer-based videodiscs for advanced, self-paced instruction; providing access for Americans with impairments; and exploring the public service possibilities of computer networks and a computer database to serve educators. (SWC)

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CORPORATION FOR PUBLIC BROADCASTING

PUBLIC BROADCASTING'S SERVICES FOR THE AMERICAN PEOPLE

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Introduction

This booklet reviews the services to the American people that have been undertaken by the Corporation for Public Broadcasting and public broadcasters nationwide. They include important contributions in the areas of education, community service, and technology. These services may be less well known than the radio and television programming that helps keep millions of Americans informed, but they are no less important a part of public broadcasting's mission.



CPB: An American Tradition

About CPB...

Origin: Sparked by the Public Broadcasting Act of 1967, the Corporation for Public Broadcasting was created to develop public telecommunications services of the highest quality to serve the American people.

Status: CPB is a private, non-profit corporation. It is not a government agency, nor is it owned or controlled by public broadcasting stations. CPB is a public service, "owned" by the American people.

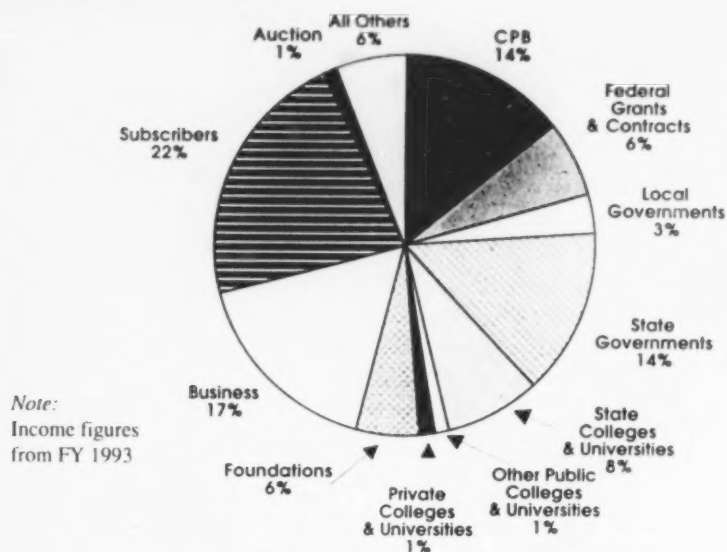
Function: CPB is the steward for most of the federal contribution to public broadcasting. It oversees the distribution of both those funds and others that it receives from corporations and foundations. These funds are invested to:

- bolster the community-based broadcast services of hundreds of public television and radio stations, which reach 99% of all Americans;
- help fund the production of educational, informational, and cultural television and radio programming for delivery to audiences nationwide; and
- provide seed money for other community services, such as non-broadcast educational services for children and adults and outreach campaigns that focus on non-partisan issues.



A Community of Broadcasters...Nationwide

Financial Facts



Note:
Income figures
from FY 1993

Critical stability: Even though federal funding represents a small percentage of public broadcasting's total income, it provides the nucleus of critical seed money that ensures stability in program production.

For 1995, this investment requires less than \$1.10 per American.



The Nation's Network

A National Treasure

Nationwide and beyond: Public broadcasting is truly a *national* asset. Public television and radio stations serve communities in all 50 states, the District of Columbia, and Puerto Rico, as well as American Samoa, Guam, and the Virgin Islands. In 1994, CPB funded 351 public television stations and 629 public radio stations. Programs shared by stations throughout the country are among the benefits that people value most highly about public broadcasting.

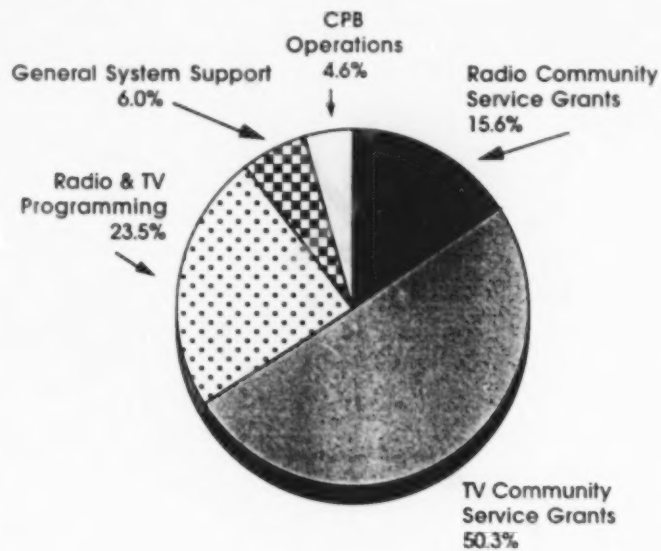
Return on investment: More than 95% of CPB funds go back to communities nationwide as support for local radio and television station operations, programming, and the continued enhancement of the public broadcasting system. Moreover, for every \$1 of federal funding directed through CPB, stations raise more than \$6 from other sources. The federal funding serves as reliable seed money to enable stations to attract additional funds that sustain and enhance the services they provide.

The Critical Role of Federal Funding

Public television: On average, CPB funds represent 14% of a public television station's income, but the share varies widely from station to station. The median Community Service Grant that a public television station receives from CPB is about \$500,000.



CPB grants are especially important to stations serving rural audiences. For these stations, which may have a smaller base of outside support, CPB grants can represent almost one-third of the operating budget.





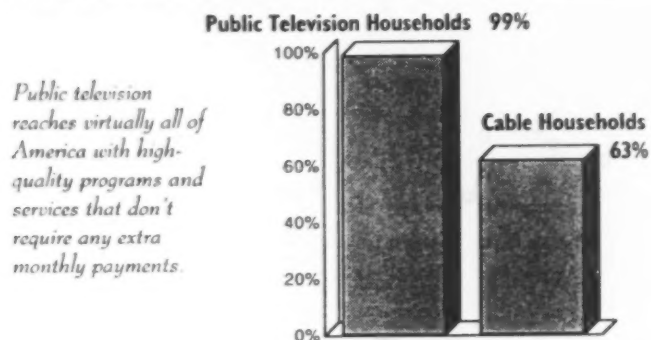
Public radio: CPB funds represent 16% of public radio's overall income, providing the foundation for other fund-raising activities. The median Community Service Grant to an individual public radio station is just a bit less than \$100,000.

CPB initiatives to encourage the start-up of minority and rural stations have introduced public radio services during the last few years to a number of communities not otherwise served by public broadcasting — in some cases, not served by **any** broadcasters. This expansion of mainstream communications to underserved communities relies heavily on federal funding, since outside support must be developed over time.



CPB: An American Tradition

Universal Access



Public broadcasting makes educational, informational, and cultural programming and other important services available to all Americans, regardless of income or distance from great metropolitan centers.

- America's 351 public television stations reach 99% of the nation's population, and attract a typical weekly audience of 100 million people aged two and older.
- Public radio stations, with more localized signals, reach over 86% of the population, with a typical weekly audience of 19 million people aged twelve and older.



Public Broadcasting & Education

Lifelong Learning for All Americans

Education is at the heart of what public broadcasting does. Public broadcasting reaches almost every home, school, and business in America to make important learning resources available. CPB is dedicated to helping—and inspiring—learners of all ages, in schools, at colleges and universities, at work, and at home.

Preschoolers: Public broadcasting's celebrated children's programming helps prepare America's youngest citizens for the classroom, teaching them more about the world around them. New outreach programs help parents and caregivers combine television programs with other learning activities.

Elementary and secondary schools: Public broadcasters provide instructional programs to help teach virtually every subject, from language to science, and help teachers to incorporate many prime-time television and radio programs into their core curriculum. Distance learning services use telecommunications technologies to link teachers with students in distant classrooms, giving rural students, for example, the opportunity to take courses that would otherwise be unavailable to them.



Public Broadcasting & Education

Colleges and universities: The Annenberg/CPB Project has made college-level instruction accessible to hundreds of thousands of Americans. These courses combine carefully produced video segments with textbooks and, in some cases, computer-based resources to allow students to complete their course work away from the campus.

Adults: Most public broadcasting programs offer opportunities for informal learning that viewers and listeners of all ages pursue every day. However, more formal instructional programs for adults are also part of public broadcasting's commitment to lifelong learning.

Educators: Public broadcasting provides in-service training and professional development, using its video teleconferencing and computer networking facilities to give teachers easy, convenient access to information and other educational resources.

More than three-quarters of the country's public television stations offer for-credit adult courses at various levels.



Public Broadcasting & Education

Children & Public Television

Public broadcasting's commitment to children is as old as public broadcasting itself. *Mister Rogers' Neighborhood* and *Sesame Street* are among the earliest series offered through the Public Broadcasting Service. These pioneering programs have since been joined by series such as *Barney and Friends*, *Lamb Chop's Play Along*, *Shining Time Station*, *Ghostwriter*, and *Where In The World Is Carmen Sandiego?*

Child development and education experts often cite these carefully created series as examples of what television can do for children. Their educational value has been confirmed by a number of academic studies. (These studies are summarized in *Public Broadcasting: Ready To Teach*, a 1993 report to Congress by CPB.)

In FY 1994, over 20% of the federal money appropriated to CPB for programming went directly into children's programming. And the actual amount of system-wide resources devoted is even greater since many stations also provide children's programming with money originating at CPB.

The average public television station airs more than five hours of quality, non-commercial children's programming every day.



CPB has provided funding for both the **Sesame Street Preschool Education Program** and the **Mr. Rogers' Neighborhood Partnership** to develop and distribute guides and other materials to extend the value of these proven series.

Ready-To-Learn: A Reality Universal Access— The Ready-To-Learn initiative (see page 14) builds on public broadcasting's investment in children's programming to provide a more comprehensive service to our nation's children.



Public Broadcasting & Education

Ready-To-Learn: A Reality

Public broadcasting has pledged its efforts to help meet the first of the National Education Goals—that all children shall start school ready to learn.

The strategy: The Ready-To-Learn service leverages public broadcasting's expertise to extend the reach of its large inventory of children's programming to more preschoolers. It is making public broadcasting a trusted and familiar partner for everyone caring for preschoolers, including parents, home-based child-care providers, and child-care centers.

The Ready-To-Learn service involves the commitment of much of a station's continuous airtime every weekday to children's education programming—one of the most significant changes in public broadcasting since passage of the Public Broadcasting Act.

Financial resources: During the last several years, CPB has made a concerted effort to help every child in America obtain a quality education. Between 1991 and 1993, CPB committed more than \$16 million to 36 different school readiness projects, capped by a \$4.4 million education initiative approved in 1993.

For FY 1996, Congress appropriated \$7 million to CPB specifically for Ready-To-Learn.



Public Broadcasting & Education

On the air and growing: PBS inaugurated "PTV, the Ready-To-Learn Service" in July 1994. The service includes:

- a full day of quality children's programs every weekday, with specially created breaks between programs that encourage the development of basic learning skills;
- the production of pamphlets and workbooks to accompany many of the programs, so that skills and concepts introduced by the television programs can be reinforced by follow-up activities; and
- a continuing outreach effort by each participating public television station to offer training to parents, teachers, and other child-care providers.



Public Broadcasting & Education

CPB in Elementary and Secondary Schools

Public broadcasters have long sought to make television a valued contributor to learning in America's classrooms. Inexpensive VCRs have made the use of television more convenient and widespread than ever. Public broadcasters help teachers to use many prime-time television programs in the classroom, multiplying their value many times.

According to CPB's 1992 *Study of School Uses of Television and Video*, the most recent comprehensive study:

- Almost 4 out of every 5 teachers used television in their teaching during the 1990-91 school year, serving close to 24 million students; and
- 3 of the 5 most-used programs cited by teachers—and 6 of the top 10—are (or were) broadcast by public television.

With funds from CPB and other sources, PBS's National Program Service recently bought extended rights for classroom teachers to use more than a dozen prime-time programs, such as *NOVA* and *The American Experience*.

Public broadcasters routinely create workbooks and learning guides to make it easier for teachers to use some key prime-time programs. In addition, public broadcasting creates and distributes programming specifically for classroom use to help teach virtually every subject, from language and social studies to math and science.



Public Broadcasting & Education

System-wide, public broadcasting invests about \$60 million in formal instructional television services every year.

Public broadcasting's telecommunications facilities get high marks in America's classrooms as well. **Distance learning** uses direct satellite broadcasting, video, teleconferencing, and other technologies to link teachers with students in distant classrooms, giving rural students the opportunity to take courses that would otherwise be unavailable to them.

Students in 28 states are now taking advanced science, math, and language courses in high schools, which are not otherwise equipped to provide such instruction, through the **Satellite Educational Resources Consortium**, using public television's educational satellite, Telstar 401.



Public Broadcasting & Education

College and Other Adult Learning

Many adults like to learn informally while being entertained. Most "general audience" programs—both ongoing ones and special series like *The Civil War* and *Eyes on the Prize*—offer viewers and listeners of all ages opportunities for informal learning. Making college-level instruction accessible and available to hundreds of thousands of Americans is the work of the Annenberg/CPB Project, which has created scores of telecourses on a wide range of subjects that allow students to complete their course work at home.

The **Adult Learning Service**, operated by PBS, delivers telecourses via satellite to an enrollment of more than 300,000 students at nearly 2,000 institutions nationwide. Many of public broadcasting's most successful adult learning initiatives are focused on delivering educational services to adults in new ways:

CPB's **Community Networking Initiative** has invested in public radio and television stations' development of community computer networks that link people with their schools, libraries, museums, community service organizations, and governments.

CPB and WGBH created the **National Center for Accessible Media**, which seeks to overcome communications barriers for people with impaired sight and hearing, for people with reading problems, and for adults who do not speak English.



CPB was one of the original sponsoring participants in **Project Literacy U. S. (PLUS)** in the late 1980s. Stations created a national grassroots effort to help non-literate adults. Today, PLUS task forces are still operating in 450 sites—evidence of the long-lasting value of public television-led community work.

Kentucky Education Television produced a series of programs, with versions in both English and Spanish, that enables adults to earn their GED. Scores of public television stations throughout the country air the series regularly; since 1975, they have helped more than two million adults.

Public broadcasting gives teachers access to information about education reforms and other teaching resources:

The Annenberg/CPB Math and Science Project aims to improve math and science education in all American schools by accelerating the pace of educational reform.

CPB has also provided funding for **Teacher Training Institutes** that offer special training sessions throughout the nation in new techniques for teaching math.



Public Broadcasting & Education

Helping Teachers Teach

Public broadcasters are working nationwide to improve teaching and learning in math and science—subjects assigned special importance in the National Education Goals.

The Annenberg/CPB Math and Science Project provides funding and support for efforts that accelerate the pace of reform in math and science education by reaching adults who affect education policy: teachers, teacher educators, administrators, state policy makers, and parents. More than two dozen projects have received funding in three broad categories: providing professional development opportunities for teachers; building support for reform among parents, educators, and administrators; and ensuring that special populations are included in reform efforts.

PBS Mathline, a new education service that supports efforts to improve learning in math, is sponsoring the Middle School Math Project, a year-long professional development opportunity for math teachers in grades 5-8 offered through public television stations.



Serving Our Communities

A Tradition of Effective Service

American public broadcasting has always had a strong tradition of local service. The system began as a confederation of independent stations and preserves considerable local autonomy today. Moreover, with the federal contribution to public broadcasting representing less than 15% of total revenues, strong ties between public stations and the communities they serve are essential to each station's financial well-being.

Helping communities tackle tough problems: Most broadcast efforts to tackle a major issue begin and end with a program that merely identifies the problem—leaving viewers to shake their heads and wonder what can be done. When public broadcasters take on a major issue, the process is different:

Public broadcasters make the “problem” the *starting* point by focusing their efforts on identifying, supporting, and promoting community-based solutions. **The Chemical People**, a 1983 project hosted by First Lady Nancy Reagan, led the assault on drug and alcohol abuse, and helped to create a network of 10,000 community task forces.

Public broadcasters help to **create coalition for action**—often involving commercial broadcasters and cable operators along with community organizers



Serving Our Communities

and public and private service agencies—that help enhance grassroots viewer interest in volunteerism.

Diverse voices: CPB and public broadcasters are committed to programming that reflects the diversity of America and that helps all ethnic and racial groups to understand each other better.

In 1993, CPB inaugurated a system-wide effort to build diversity in public broadcasting's workforce, including management positions, and, in 1994, led an initiative to increase the role of minority program producers and programmers system-wide. Regular quarterly reports distribute success stories, useful tips, and accounts of system performance on diversity issues.

Rural and underserved audiences: CPB has created new grant programs to help stations that reach audiences not otherwise served by public radio or television—and sometimes by any broadcast outlets at all. Moreover, public radio stations in particular provide programming for special audiences that commercial broadcasters simply can not duplicate. (CPB's 1994 report to Congress, *Reaching Common Ground*, included a comprehensive, station-by-station review of such programming.)



Serving Our Communities

Tackling Tough Issues

Public broadcasters have a prescription for effective action. In 1995, their target is youth violence. **The National Campaign to Reduce Youth Violence** focuses on solutions—providing constructive ideas and models of how to reduce and prevent youth violence.

Working through individual public television stations, the project includes:

- national public-affairs programming focusing on violence reduction and prevention;
- short viewer-action spots highlighting successful efforts to help young people reduce the violence in their lives;
- education materials for distribution to schools; and
- the launch or expansion of 250 community youth projects.

Funding: CPB provided the necessary start-up funding. Corporations and foundations are being asked to provide ongoing funding.



Serving Our Communities

And stations responded. Already, many public television stations have begun local efforts:

KTCA/St. Paul is producing *Don't Believe the Hype*, two special programs using music videos.

WTVS/Detroit established a Commission to Prevent Crime, Drugs, and Violence and recruited adult volunteers to work against violence during a one-hour broadcast.

WTTW and WBEZ-FM/Chicago, working with the Chicago Public Library, have produced more than 75 programs on violence and its prevention.

KPBS/San Diego conducted an 18-month education campaign fostering respect and appreciation of San Diego's racial, ethnic, and religious communities.

WYES/New Orleans is participating in a two-year project, *Act Against Violence*, incorporating civics training, teleconferences, viewer action spots, and presentation of local and national programs to involve the entire community in youth violence reduction efforts.



Serving Our Communities

Serving All Americans

CPB and all public broadcasters are committed to offering programs and services that reflect the diversity of our nation and its communities, and that help the ethnic, cultural, and racial groups within American society better understand each other.

In the last several years, CPB has begun or continued several important initiatives to encourage diversity both in the programs aired by public broadcasting and in the system that provides them.

In 1994, CPB led an initiative to increase the role of the five independent organizations that constitute the minority consortia. They develop, produce, and distribute programming representative of the interests of minority communities. Currently representatives of the system and the consortia are developing a concrete plan to increase participation, involvement, and funding.

Members of the minority consortia are Pacific Islanders in Communications, National Asian American Telecommunications Association, National Black Programming Consortium, Native American Public Broadcasting Consortium, Inc., and National Latino Communications Center.



Serving Our Communities

CPB regularly provides direct support for culturally diverse programming as well:

- \$3 million is allocated annually for development of culturally diverse programming on public television. Since 1980, CPB has awarded more than \$57 million for programming created by members of ethnic and racial minorities.
- The CPB Radio Program Fund has been a major funder for many culturally diverse national radio programs, ranging from *Fresh Air* and *Marketplace* to *BluesStage* and *Spirits of the Present: The Legacy from Native America*
- CPB has also provided funding for satellite distribution networks serving Hispanic and Native American radio stations, which were created to enhance the services that geographically isolated stations can provide to underserved audiences.



Harnessing Technology

Reaching Out to Underserved Audiences

Public broadcasters reach out to audiences that are served by few other broadcast services—or none at all. These audiences may be geographically or culturally isolated.

Geographic isolation: In recent years, CPB has established several new grant programs to assist stations that reach audiences not otherwise served by public radio or television—in some cases not served by any broadcast outlets at all. These stations are typically start-up operations with high expenses and serve relatively small audiences, often in rural areas with low population densities. These stations generally did not qualify for CPB grants under existing rules but now do so for special programs including:

- **Sole Service Assistance Grants**, for stations that provide the only full-power broadcast service to their community of license; and
- **Station Development Grants**, which help to establish new stations in underserved areas and in helping minority-controlled stations maintain and build their programming services, setting criteria for progression toward full qualification for a Community Service Grant.



Harnessing Technology

A number of stations under these programs have been established to serve Native American communities in Alaska and the western states, where they are often the only regular broadcast outlets.

Cultural isolation: Scores of public radio stations throughout the country provide regular weekly programming for specific cultural or national groups within their communities.

Typically, this programming is produced by and for members of a distinct community, often in a language other than English. Spanish-language programming is the most familiar example, but public radio stations also broadcast programs in German, French, Polish, Italian, Ukrainian, Mandarin, Hindi, Vietnamese, Hmong, and dozens of other tongues—usually serving as an important cultural port of entry for these immigrants.

KERA-FM/Dallas has produced, since 1992, a one hour monthly series of town hall meetings that examine teen issues. These are uplinked to a satellite and then distributed to stations nationally. Callers from around the country use a toll-free number to call in and participate in the program.

WNPB-TV/Morgantown, West Virginia aired a *Learn To Read* series while the local newspaper printed the lesson plans, enabling adults to improve literacy skills in the comfort and privacy of their homes.



Harnessing Technology

Technology Serving People

Public broadcasting's record of technological innovations is long and distinguished. Its programmers were among the first to explore the value of television for classroom use. Its television and radio services helped pioneer the use of satellites in day-to-day broadcast operations. Through allied organizations, public broadcasters have helped develop satellite technologies for distance learning and interactive, computer-based videodiscs for advanced, self-paced instruction.

More recently, public broadcasters have explored the ways Very Small Aperture Terminal (VSAT) satellite technology could serve American schools. They helped to configure computer networks to put teachers in touch with each other and to connect them with important learning resources.

In short, public broadcasting is more than a technological leader. It is a leader in putting technology to work for the benefit of all Americans. Many of public broadcasting's innovations have their roots in ongoing research conducted by the Corporation for Public Broadcasting on new and emerging technologies, and their effects on the people who benefit from them.



Recent CPB-sponsored research includes:

- the nation's only benchmark study of the use of television and video in elementary and secondary school classrooms (*Study of School Uses of Television and Video, 1992*);
- technical analysis of digital audio broadcasting; and
- a pioneering study of the use of communications technologies in higher education (now under way).

In addition, CPB conducts ongoing research into advanced television, datacasting services, educational uses of the Internet, and other technologies and technology applications.



Harnessing Technology

Access for All

Through the CPB/WGBH National Center for Accessible Media, public broadcasters have led the way in eliminating barriers to the use and enjoyment of television that affect Americans with impairments.

Closed Captioning: This important technology, making television accessible to people with hearing impairments, was developed by public broadcasters. In the years since the technology was first developed, innumerable programs and films have been captioned by the Center.

Descriptive Video: A more recent technology developed by the Center makes use of the Second Audio Program (a separate channel available for sound only that is part of all television broadcasts) to provide spoken descriptions of the visual settings and activities so that blind or visually impaired Americans can follow the action in television programs. Video descriptions have been created for many of public television's leading cultural, informational, and entertainment series, as well as many films.

Spanish-Language Programming: The Center is also exploring the use of the Second Audio Program to provide Spanish-language audio for many public television programs. The service is currently in planning stages.



Harnessing Technology

Radio Reading Service: CPB has also provided support for a 24-hour national radio reading service that uses special subcarrier portions of radio station signals, along with cable systems, to serve vision-impaired and low-literacy adults.



Harnessing Technology

Wired

Public broadcasters are even exploring the public service possibilities of computer networks, having established or helped to establish a computer database to serve educators and having helped states and communities develop interactive computer networks.

Community Networking Initiative: This important new program, funded in partnership with US WEST, is supporting the development of twelve community computer networking projects across America—building on public broadcasting's mission of providing universal access to educational resources and other public services.

The goal is to create models for computer networks that link people with institutions such as schools, libraries, museums, medical centers, and local governments, with public radio and television stations serving as the nucleus. Ultimately, these networks will provide a community-based telecommunications infrastructure that will provide free access to the information superhighway.

Online for schools: PBS Online is an evolving national information and communications network that will accommodate learning service and resources. Its first service is **Learning Link**, which has been operating independently, with the support of public broadcasters, since 1985. Learning Link provides



convenient access to resource materials, interactive projects, and activity guides linked to public television programming, and it serves as an electronic meeting place and message service for educators worldwide. Learning Link is the telecommunications network most often used by teachers for professional activities and the second most frequently used network for student learning activities.

Internet activities: CPB has undertaken several projects to develop partnerships between public broadcasting organizations and with schools to provide Internet-based educational services:

EdWeb is a "hyperbook" in the World Wide Web environment on the Internet, designed to present the world of educational computing and networking in a single, easy-to-use guide. With EdWeb, classroom teachers, school reformers, and public broadcasters can explore on-line educational resources around the world, learn about trends in education reform and the "information highway," and examine success stories of computers in the classroom.

The **School Web Project** is a collaboration between CPB and a variety of educational technology groups to develop a network of Internet servers for elementary and secondary schools to use in electronic publishing and professional development. The project aims to have the network in use by the beginning of the 1995-96 school year.



For More Information

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